



All content provided by Perpetua.

Help increase sales and maximize the visibility of your products with Perpetua's optimization and intelligence software for their ads on Walmart. Create, launch and optimize Sponsored Search ads in seconds with Perpetua's Walmart advertising software. Focus on strategy, not manual campaign management. Whether you're just starting out, looking to drive sales, increase category share or grow awareness, Perpetua's ad engine is designed to help you exceed your goals. You set target ROAS and desired daily budget – Perpetua's ad engine will do the rest.



Services

Self-serve

Products supported

- Sponsored Products
- Sponsored Brands

Cost structures

Percentage of media spend or flat fee, whichever is lower

Minimums

No

Customer types

All Walmart customer types, small & large brands and agency customers.

Regions supported*

U.S., Canada, UK, Germany, Japan, China, Brazil
**Walmart Connect offers ad inventory for U.S. only*

Offices

Portsmouth, NH; Toronto, ON; Tokyo, JP; London, UK; Berlin, DE; Shanghai, CN; Sao Paulo, BR

Contact

help@perpetua.io

Sponsored Search platform features	Walmart Ad Center	Perpetua
Campaign management		
Campaign creation/editing	✓	✓
Rule-based optimization	✓	
Dayparting		✓
Budget run-out alert		
Reporting		
Dashboard metrics	✓	✓
Share of voice		
Stats (near-real time metrics)	✓	
Stats (near-real time daily budget indicator)		
Additional features		
Cross-retailer/publisher keywords		
Suggested bids (ad items)	✓	
Suggested bids (keywords)	✓	

This table does not represent all the features, tools and services offered by Perpetua. Contact Perpetua for complete feature information.